What is claimed is:

1   1. A personalized broadcasting system for distributing and
2   playing selections from a collection of available audio and/or
3   visual program segments for the benefit of a predetermined
4   subscriber, said system comprising, in combination:
5   means for distributing to said subscriber a plurality of
6   catalog entries each identifying one or more of said program
7   segments,
8   means for accepting from said subscriber the identification
9   of a plurality of requested program segments constituting a
10   subset of said plurality of program segments specified by said
11   catalog entries,
12   means responsive to the receipt of said identification for
13   generating a compilation of program segments selected from said
14   collection based at least in part on said identification,
15   a player accessible to said subscriber comprising, in
16   combination,
17   means for receiving said compilation of programs,
18   means for selectively reproducing program segments within
19   said compilation, means responsive to user control for
20   inhibiting the reproduction of all or part of any program
21   segment within said compilation, and
22   means for recording a usage log containing the
23   identity of each program segment reproduced by said player
24   from said compilation,
25   means for transferring said usage log from said player to a
26   processing location located remotely from said player, and
27   processing means at said processing location for receiving
28   said usage log and generating subscriber activity information
29   derived from said usage log.

1   2. A personalized broadcasting system as set forth in claim
2   1 wherein said processing means produces subscriber billing data
3   indicating an amount due from said subscriber in payment for the
4   program segments reproduced by said player.

1   3. A personalized broadcasting system as set forth in claim
2   1 further comprising:
3   means for storing a subscriber charge rate associated with
4   at least some of the program segments in said collection, and
5   means for generating subscriber billing data based at least in
6   part on the charge rate associated with program segments
7   identified in said log file as having been reproduce by said
8   player.

1   4. A personalized broadcasting system as set forth in claim
2   1 wherein at least some of said available program segments in
3   said collection of available programs are advertisements provided
4   on behalf of one or more advertisers and wherein said processing
5   means further produces advertising fee data indicating the extent
6   to which individual ones of said advertisements were reproduced
7   by said player.

1   5. A personalized broadcasting system as set forth in claim
2   1 further comprising: means for storing an advertising fee rate
3   associated with at least some of the program segments in said
4   collection, and means for generating advertising fee data based
5   at least in part on the advertising fee rate associated with
6   program segments identified in said log file as having been
7   reproduce by said player.

1   6. A personalized broadcasting system as set forth in claim
2   5 further comprising: means for storing a subscriber charge rate
3   associated with at least some of the program segments in said

4   collection, and means for generating subscriber billing data

5   based at least in part on the charge rate associated with program

6   segments identified in said log file as having been reproduced by

7   said player, whereby amounts charged to said subscriber are

8   increased to reflect the extent to which at least selected

9   program segments are reproduced.

1   7. A personalized broadcasting system as set forth in claim

2   1 wherein at least some of said available program segments in

3   said collection of available programs is associated with one or

4   more specified content providers and wherein said processing

5   means further produces royalty payment data indicating the _

6   extent to which program segments from individual content

7   providers were reproduced by said player.

        8. A personalized broadcasting system as set forth in claim

1   1 further comprising: means for storing a provider royalty rate

2   associated with at least some of the program segments in said

3   collection, and means for generating provider royalty data based

4   at least in part on the royalty rate associated with program

5   segments identified in said log file as having been reproduce by

6   said player.

        9. Apparatus for reproducing selections from a recorded

2   compilation of individual program segments each consisting of

3   audio and/or video programming data, said apparatus comprising,

4   in combination,

5   a player for selectively reproducing specified ones of said

6   program segments in a form perceivable to a user,

7   means for accepting a selection command from said user for

8   initiating the reproduction of a selected program segment

9   specified by said selection command,

10   means responsive to said selection command for producing a
11 program identification value which identifies said selected
12 program segment,
13   means responsive to said selection command for producing a
14 first time marker value indicative of the time when the
15 reproduction of said selected program segment was initiated,
16   means responsive to a subsequent command from said user for
17 terminating the reproduction of said selected program segment,
18   means responsive to said subsequent command for producing a
19 second time marker value indicative of the time when the
20 reproduction of said selected program segment was terminated,
21   means for recording a log file comprising a plurality of
22 entries, each of said entries containing a program identification
23 code and at least one timing value based on at least one of said
24 time marker values, and
25   means for processing said log file to produce summary
26 information characterizing the content of the information
27 reproduced by said player.

1   10. Apparatus as set forth in claim 9 wherein said
2 programming material consists primarily of audio programming data
3 and wherein said player selectively reproduces specified ones of
4 said program segments as audible sounds perceivable the a
5 listener.

1   11. Apparatus as set forth in claim 9 wherein said
2 compilation of individual program segments include one or more
3 advertising segments provided for the benefit of an advertiser
4 and wherein said means for processing said log file includes
5 means for determining an advertising fee chargeable to said
6 advertiser based on the extent to which said advertising segments
7 were reproduced by said player.

1   12. Apparatus as set forth in claim 9 wherein said
2 compilation of individual program segments include one or more
3 licensed segments supplied by a content provider and wherein said
4 means for processing said log file includes means for determining
5 a royalty amount payable to said content provider based on the
6 extent to which said licensed segments were reproduced by said
7 player.

1   13. Apparatus as set forth in claim 9 wherein said means
2 for processing said log file includes means for determining a
3 usage fee chargeable to a subscriber based on the actual
4 reproduction of program segments by said player.

1   14. Apparatus as set forth in claim 13 wherein said
2 individual program segments include both advertising segments and
3 non-advertising segments and wherein said means for processing
4 said log file includes means for increasing said usage fee when
5 the extent of actual reproduction of said non-advertising
6 segments increases.

1   15. Apparatus as set forth in claim 14 wherein said means
2 for processing said log file further includes means for
3 decreasing said usage fee when the extent of actual reproduction
4 of said advertising segments increases.

1   16. Apparatus as set forth in claim 15 wherein said
2 individual program segments include licensed segments obtained
3 from a content provider and wherein said means for processing
4 said log file further includes means for determining a royalty
5 fee payable to said content provider based on the actual
6 reproduction of said licensed segments by said player.

1   17. Apparatus as set forth in claim 13 wherein said

2   individual program segments include both advertising segments and

3   nonadvertising segments and wherein said means for processing

4   said log file includes means for decreasing said usage fee when

5   the extent of actual reproduction of said advertising segments

6   increases.

1   18. A personalized broadcasting system for distributing and

2   reproducing program segments from a collection of available audio

3   and/or visual program segments, said apparatus comprising, in

4   combination:

5   means for accepting from said user the specification of one

6   or more subject matter identifiers,

7   means responsive to the receipt of said subject matter

8   identifiers for transmitting to said user a compilation of

9   program segments selected from said collection in accordance with

10 said subject matter identifiers ,

11   a player accessible to said user comprising, in combination,

12   means for receiving said compilation of programs, means

13   responsive to user control for selectively reproducing

14   particular ones of program segments within said compilation,

15   and

16   means for recording a usage log containing the identity

17   of each program segment reproduced by said player from said

18   compilation,

19   means for transferring said usage log from said player to a

20 processing location located remotely from said player, and

21   processing means at said processing location for receiving

22   said usage log and generating subscriber activity information

23   derived from said usage log.

1   19. A system as set forth in claim 18 wherein

2   said means for accepting from said user the specification

3   of one or more subject matter identifiers comprises means for

4   accepting from said user the specification of one or more search

5   words, and

6   wherein said means responsive to the receipt of said

7   subject matter identifiers comprises:

8   means for comparing said search words with a database of

9   descriptions of program segments to identify selected ones of

10   said segments which are related to said search terms, and

11   means for transmitting to said user a compilation of

12   program segments selected from said collection in accordance

13   with said search terms.

     20. A system as set forth in claim 18 wherein said means

     for recording a usage log containing the identity of each

     program segment reproduced by said player from said compilation

     further comprises means for recording the duration of each

     program segment reproduced by said player.

     21. A system as set forth in claims 20 wherein player

     further includes a volume control for varying the volume at

     which said program segments are reproduced and wherein said

4   means for recording a usage log containing the identify of each

5   program further comprises means for recording the volume at

6   which each such program was reproduced.

1   22. A system as set forth in claim 18 wherein said means

2   for accepting from said user the specification of one or more

3   subject matter identifiers comprises means for accepting from

4   said user the specification of one or more subject matter

5   categories and wherein said means responsive to the receipt of

6   said categories comprises means for transmitting to said user a

7   compilation of program segments including program segments

8   associated with said categories.

1   23. A system as set forth in claim 18 wherein said means

2   responsive to the receipt of said categories comprises means for

3   transmitting to said user a plurality of catalog entries

4   describing program segments associated with said categories and

5   wherein said means for transmitting said compilation includes

6   means responsive to said user's identification of specific ones

7   of said catalog entries for including program segments in said

8   compilation corresponding to said specific ones of said catalog

9   entries.

1   24. Apparatus for reproducing a recorded compilation

2   consisting of both individual program segments and individual

3   advertising segments, said apparatus comprising, in combination,

4   a player for selectively reproducing said program segments

5   and said advertising segments in a form perceivable to a user,

6   means for accepting one or more selection requests from

7   said user requesting the reproduction of a sequence of selected

8   ones of said individual program segments,

9   means for accepting from said user attribute data which

10   characterizes said user, and

11   means responsive to said for attribute data for controlling

12   the insertion of selected ones of said advertising segments in

13   said sequence with said individual program segments.

1   25. Apparatus as set forth in claim 22 wherein at least

2   some of said attribute data comprises program preference

3   information, wherein at least some of said individual program

4   segments are selected based at least in part on said program

5   preference information, and wherein at least some of said

6   selected advertising segments are selected based on said program
7   preference information.

1   26. Apparatus as set forth in claim 22 wherein at least
2   some of said attribute data specifies personal characteristics
3   of said user and wherein as least some of said advertising
4   characteristics are selected based on said personal
5   characteristics.

1   27. Apparatus as set forth in claim 22 wherein at least a
2   part of said attribute data is indicative of the extent to which
3   said user desires to combine advertising segments with program
4   segments and wherein said apparatus includes means responsive to
5   said part of said attribute data for controlling the insertion
6   of advertising segments into said sequence.

1   28. Apparatus as set forth in claim 25 wherein said part of
2   said attribute data indicates a desired subscription cost which
3   the user desired to pay, wherein the reproduction of at least
4   selected ones of said program segments increases the
5   subscription cost to the user, wherein the insertion of at least
6   selected ones of said advertising segments decreases the
7   subscription cost to the user, and wherein said means for
8   controlling the insertion of advertising segments into said
9   sequence varies the number of said selected ones of said
10 advertising segments which are inserted in order to achieve said
11 desired subscription cost.

1   29. A personalized broadcasting system for distributing and
2   reproducing program segments as set forth in claim 18 wherein
3   said means for transmitting to said user a compilation of
4   program segments includes means for encrypting said program
5   segments prior to transmission, and wherein said player includes

6   means responsive to a password supplied by an authorized user

7   for decrypting said program segments.

1   30. A personalized broadcasting system as set forth in

2   claim 18 wherein said means for transmitting to said user a

3   compilation of program segments includes means for preventing

4   said transmitting until a usage log indicating the extent of use

5   of a previously transmitted compilation is received from said

6   player.

1   31. Apparatus for reproducing a recorded compilation

2   consisting of both individual program segments, said apparatus

3   comprising, in combination,

4   means for producing a series of a program session schedules

5   each of which specifies an ordered sequence of said program

6   segments a player for selectively reproducing said program

7   segments in a form perceivable to a user in the order specified

8   by one of said session schedules,

9   means for recording a usage log identifying program

10   segments actually reproduced by said player, and

11   means for excluding from subsequent ones of said program

12   segment schedules at least selected ones of the program segments

13   actually reproduced by said player.

1   32. Apparatus as set forth in claim 31 further comprising

2   means for establishing a serialized group of said program

3   segments having a predetermined playing order, and means

4   responsive to the identification in said usage log of a given

5   program segment in said serialized group for adding the next

6   program segment segment in said playing order to a subsequent

7   one of said program session schedules.

1   33. Apparatus as set forth in claim 32 wherein said

2 serialized group consists of program segments containing

3 advertising to be presented in said predetermined playing order.